Project 2.2.2 Knowledge of the Marketplace: Identifying Users and Buyers

User and Buyer Flowchart

The Inventors

In store Retailers

The Inventors-This is our group. We will be coming up with a product that prevents gum from sticking to flat shoes.

In store Retailers- This would include any stores that we sold the product to. It also includes any physical store that customers can literally walk into in order to buy our product.

Online Sales- This is the group that represents any online purchases of our product. It can also include mail and bulk purchases for consumers.

Buyers- This group consists of anyone who purchases the product, whether to keep and use for themselves or to give to someone else.

Users- These are the people who use it. They can be the buyer, but they don’t necessarily have to be.

Users

Online Sales

Buyers